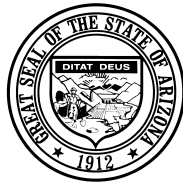


# Office of Attorney General Terry Goddard



STATE OF ARIZONA  
DEPARTMENT OF LAW  
1275 W. WASHINGTON STREET  
PHOENIX, ARIZONA 85007-2926  
[WWW.AZAG.GOV](http://WWW.AZAG.GOV)

ANDREA M. ESQUER  
PRESS SECRETARY  
PHONE: (602)-542-8019  
CELL PHONE: 602-725-2200

---

## Second Injunction Issued Against C.P. Direct

(Phoenix, Ariz. - August 5, 2004) A Maricopa County Superior Court Judge has issued a second injunction against Michael Consoli and his mother, Geraldine Consoli, principal owners of C.P. Direct, a company that markets the pill "Longitude." The injunction prohibits the Consolis from making further misrepresentations about the effects of the penis enhancement pill.

Judge Paul Katz issued the contempt order against the Consolis because they violated the previous order entered against the Consolis in April 2003. Among the violations listed in the injunction was that the Consolis filed a retaliatory lawsuit against three former employees who were witnesses in the State's civil and criminal actions against the Consolis and their company, C.P. Direct of Scottsdale. Katz dismissed this lawsuit in the injunction.

The order prohibits them from engaging in certain future activities, subject to a minimum penalty of \$10,000 per violation of the new order, in addition to any damages caused by their violation of the new order. The order also awards the State a reasonable attorney fee and the full amount of its costs and investigative expenses incurred. This amount is yet to be determined.

Assistant Attorney General Charles Johnson prosecuted this case.

###